

LEO BURNETT COMPANY, Inc.

Ad No. 515—Rep. No. 77094—Buddy/Girl Walking—4-5/16 x 6 1/2 in.—Page—4 color—TV Guide, June 5, 1971 (A)

Printed in U.S.A.

Multifilter:

A low-tar cigarette with a tobaccoman's kind of flavor.

TWO MODERN
FILTER TECHNIQUES

Fresh-Air System

Activated Charcoal Granules

Consider it.

Regular 15 mg "tar," 1.0 mg nicotine—Menthol 12 mg "tar," .8 mg nicotine av. per cigarette. FTC Report Nov 70



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